



# TRANSDIRECT ACHIEVES TRIPLE-DIGIT GROWTH WITH ORGANIC CONTENT & VIDEO MARKETING STRATEGY, FULL REBRAND

Transdirect is a leading transport service helping SMEs save on shipping and freight worldwide. Looking to improve online conversions, they first engaged Copilot Crew for a more strategic approach to conversion optimisation and testing.

In 6 months, our optimisation strategy grew conversions by 71%, driving major revenue gains. As Transdirect asked us to optimise other organic and paid marketing areas, the wins continued: +131% PPC conversions, +124% PPC revenue, and many more. Our cross-channel optimisation approach has helped Transdirect excel and thrive in an increasingly competitive industry, and made Copilot Crew a trusted long-term growth partner.

**+71%**

**OVERALL CONVERSIONS**

**+131%**

**PPC CONVERSIONS**

**+124%**

**PPC REVENUE**



*"We've been working with Copilot Crew for a few years now, and we've seen fantastic results in building revenue, customer retention, sales optimisation, and streamlining many of our online processes. **The impact on our business has been massive as they've optimised our top digital marketing channels and consistently raised the bar.**"*

Trent Alexander, Managing Director, Transdirect



## HOW WE GOT THE WINS:

- Conversion & Landing Page Optimisation
- Google Ads, YouTube Ads & PPC Optimisation
- Instagram & Facebook Ads
- SEO, Video & Content Marketing Optimisation
- Email Marketing

**COPILOT CREW**  
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